

McDonald's loses over \$7 billion in boycott over backing Israel



New York, January 22 (RHC)-- McDonald's has lost over \$7 billion in revenue due to a boycott campaign initiated by pro-Palestinians around the globe against Israel's barbarism in Gaza. The confirmed losses were highlighted in a recent report by Israeli financial media.

The Boycott, Divestment, and Sanctions (BDS) campaign, a grassroots initiative, has targeted McDonald's due to its support for Israel's campaign of genocide in the Gaza Strip.

The current boycott campaign against Israeli goods began in October 2023 after McDonald's in the occupied Palestinian territories announced it had donated thousands of free meals to Israeli soldiers.

The announcement sparked an immediate backlash, particularly in Muslim countries sympathetic to the Palestinian cause, and also prompted calls for a consumer boycott against the apartheid entity.

The boycott of McDonald's over its support for Israel has severely affected sales in the Arab region and the Islamic world. The business results also reflect a consumer boycott in the Middle East after McDonald's announced the distribution of free meals to the Israeli army.

Franchise restaurants in some countries with large Muslim communities condemned this move, and the boycott spread from Egypt and Jordan to other regions, including Malaysia.

The fast-food giant's Chief Financial Officer, Ian Borden, announced that, within hours, the boycott campaign had resulted in heavy financial losses. The news came hot on the heels of Borden's acknowledgment that ongoing conflicts in the Middle East and subdued demand in China would inevitably lead to a decline in international sales for the company.

The campaign against Israeli products over the war in Gaza has severely affected Western fast-food giants over the past months. McDonald's is one of many Western franchises that is being targeted by the boycott campaign over their support for the Israeli occupying forces.

Other American companies, including Starbucks, Burger King, KFC, Pizza Hut, and Papa John's, as well as brands such as Coca-Cola, Pepsi, Wix, Puma, and Zara that have pro-Israeli stances or financial ties with Israel and investments there have also come under fire and faced boycott calls.

Thousands of volunteers worldwide have joined the BDS movement, which calls for people and groups across the world to cut economic, cultural, and academic ties to Tel Aviv to help promote the Palestinian cause.

The movement has been so successful in causing economic damage to the regime, which pro-Israel groups have labeled "an existential threat."

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